

SI WRITES BO SALES WILL GROW

Dealers Expect Demand to Exhaust Supply Before July 1.

SOME NEARLY SOLD OUT

Many Motorists Plan Southern Trips This Spring as Roads Constantly Improve.

Dear Bo.—If but half the business is done in Washington between now and July 1, which is the end of the present automobile year, that the trade figures everyone will be sitting around waiting for their next year's allotment. Though the real automobile weather is some little time off, the fever is in the air. It is contagious, too. During the past few days of pleasant weather everyone was busy. Many of those whom they were explaining their cars to were people that had either never heard of or had no idea they were in the market for a machine.

Col. "Cliff" Long has never been known to be caught napping. He already has quite a bunch of Studebakers on hand, but not content with those he has been after the factory to hustle along some more machines at once. He sees the hand writing on the wall.

Burton Leary is another who does not propose to be caught. He has enough cars in now to give him a flying start, but when a man came in the other day laid down a deposit on a Maxwell and said he did not want delivery until June 1, that set him thinking. He looked up his spring factory delivery dates and sat down and wrote a letter reminding Mr. Flinders that he would appreciate having them kept, and a few cars in between times if such a thing were possible.

Stanley Horner seems to be filling his new job as manager of the Buick Motor Company according to all the rules of the game. His game this year is no easy task. The Buick allotment for Washington and territory is all sold up, and now that the season is about to open up, dealers come in every day and try to secure additional cars in excess of what they contracted for.

When "Sam" Lullitt takes an order for a twin six Packard now he has to refer to his delivery book before he can let the purchaser know when he will be able to give him one of these machines. Though his allotment for the year was a large one he is already sold up to date.

Joe Wells, you certainly remember him, for he has been connected with the automobile business ever since the bicycles outfit itself and had to become an automobile. He has started off with a rush in his new career, and he is now out on Pennsylvania avenue every dealer in the city is going to be located soon. He says he has the right idea, and that many of the traders are of the idea that it won't be many moons until they will be hiking toward the street that all the brides and bridegrooms that come to Washington walk up and down.

Claude Miller, you know, next to being engaged in the motor car business is also some farmer. He has a big place down here a few miles in Virginia, and it is getting about time to put in the spring crops he is planning to go down now and then to see that this work is done right.

This constant increase in the cost of gasoline is meat to Dave Hendricks. Let a prospective customer advance the time of his visit to him, and he is not even sure of the fuel he is right there with facts and figures to show him where a Franklin will go far outdo every other car on the market when it comes to buying fuel for it that there is no comparison.

Irving Donohue is about ready to move into his new place on upper Fourteenth street. He already has his service station there and by degrees is moving his stock from Fourteenth and I streets. The new place gives him much needed room.

"Bill" Ulman, editor of the American Motorist, received a photograph last week from a Western correspondent of a new speed limit—go to it, but keep within the law. "Some place!"

Now that it is almost time for the ball teams to start South "Jim" Orme is about to do likewise. He will within the course of the next two weeks call out the Fat Men's baseball crowd of him. The training camp is to be on Ninth street. He hopes to keep up his last year's record and again administer defeat to Bruce. The crowd of him E. V. A's. Fred Harvey out there has started conditioning himself by handling the dual wheels that come into his place for tires. He hopes to take off about forty pounds between now and the opening of the season. April 12. Harry Ward hopes to get in shape to do some receiving on the Fat Men's team.

Charley Brown, of the National Electrical Supply Company, has his eye on a combination fishing and luggage grip that they received the other day. He hopes to take one with him on his next fishing trip down the river. One thing about Charley, when he goes fishing he always brings home something to show for his trouble and does not mind telling that he sometimes catches them with a piece of silver.

Wilmer Trew would, if he could, be a farmer. Any time that you want to spend a pleasant half hour drop in and talk with Wilmer about old Virginia. He knows all that country, especially the lower neck, as well as he does Washington and some incidents he can narrate are worth going a long way to listen to.

"Chet" Warrington has had a Chandler stripped chassis on exhibition for the past four or five days and had hoped to keep it over the next week. Friday afternoon he received word from the factory to ship it to Harrisburg, Pa., at once. The air was several different colors around his place for a few minutes.

Any time you go into "Dick" Selby's and miss him just go up on the second floor where he has fitted himself up a small machine shop. You will more than likely find him there. "Dick" is an A-1 chinist.

Now that the days are beginning to get long and the sun high in the air there

are quite a number who are planning their summer trips. The North, in the past has been the goal of all, but believe me there will be quite a number going South this spring. Virginia seems to be proving the attraction and will do so more and more as the roads improve in that section.

Well, old top, when you have a little time to spare sit down and write me how many miles per gallon you are getting on that tinizzie that you navigate about in.

Be good and be lonesome, "SI"

FIRESTONE'S DISTRICT MANAGER VISITS CITY

D. C. Swander Explains Growth in Demand for Products Necessitated Additional Field Men.



DAN C. SWANDER.

D. C. Swander, district manager of the Firestone Tire and Rubber Company, is in Washington. "District managers" are a new departure with the Firestone Company, but the addition of these field men will be a big factor in the increase in the national demand for Firestone products. Mr. Swander was formerly manager of the New York branch of the Firestone Tire and Rubber Company.

While in Washington Mr. Swander will spend considerable time with J. H. Haas, local Firestone manager, studying local conditions and exchanging ideas on 1916 service plans. Still better service and still closer operation is the Firestone slogan for 1916. In commenting upon the district manager plan, Mr. Haas stated:

"It will be a great help to my branch and to the Firestone users of Washington, because it is an additional connecting link between the field organization and the home office. Mr. Swander acts as a clearing house for all suggestions and better business methods in vogue at the many branches that come under his jurisdiction."

"The Firestone organization is growing so rapidly that it needs these additional points of contact. The Firestone output has been increased 67 per cent this year, so that by early spring we will be turning out 12,000 pneumatic tires a day."

Washington is one of the most important centers in Mr. Swander's district, especially from an automobile standpoint, and he will visit here very frequently in order to keep the local branch and the Akron factory in close touch with all activities.

OWNERS OFTEN CAN FIX CARS THEMSELVES

John Bartram Explains That "Service" Is Important Matter in Selling of Automobiles.

To the owner of an automobile what should the word "service" mean? Webster describes it as being "the act of serving; performance of labor for the benefit of another; assistance or kindness rendered." says John Bartram, of the Bartram Garage, agents for the Baker and Rauch-Lang.

Now, mention of the word "service" to the average car owner and the past has taught him to believe it means work rendered gratis.

One of the greatest mistakes made by the majority of dealers in automobiles is the division of legitimate and necessary profit and overhead expenses with the purchaser of the car.

There is at least a moral obligation on the part of the dealer to be paid for the satisfaction the owner gets from the car that he has sold him. Not that he should do all the work gratis, but he should start each owner right, help him to understand his car, teach him how to lubricate it and how to use it properly. He should also be equipped to give his car any mechanical attention it might need and give it promptly.

All fair-minded owners of motor cars will agree that the common practice of running to the service station to have work done that you are absolutely not entitled to and proclaiming such work as due you in accordance with the terms of your agreement has shamefully abused the real meaning of the word "service."

Let us see the actual result of such practice. Is it not a fact that a method of this kind employed by the owner actually influences the dealer to hold out many unusual means of incentive not consistent with sound business principles and in the majority of cases promises that are never kept?

Service based on such an understanding only encourages misuse and neglect of the car, as the owner, knowing as he does, that whatever its condition, all he has to do is to run over to the service station, and the boys will fix it up for him.

If you are traveling in a Pullman car you get service.

If you are stopping at a good hotel you get service.

So service from the dealer is one of the vital things to consider in buying a motor car, as it has much to do with the satisfaction any car gives its owner.

But is there any great personal satisfaction in insisting upon service that you know you are not entitled to?

Ask yourself that question, Mr. Car Owner.

TWELVE CYLINDER EVENT OF YEAR

Emphasizes Growing Popularity of Multi-Cylinder Type of Motor.

CLUTCH ROW CONTINUES

Three-Speed Transmission Scores a Sweeping Victory—Wheel Bases Remain Unchanged.

About this time each year every one who is interested in the progress of the automobile industry begins to look around and make inquiries as to what the coming season may hold in store in the way of new productions, refinements of design or improvements in detail, and when in possession of the facts, to consider his position in relation to indicated changes and their possible bearing upon his commercial or other interests.

The first opportunity of making a personal survey of the various offerings of the leading automobile manufacturers of the country, says the Horseless Age in analyzing the 1916 tendency of design, will be afforded the motoring public at the opening of local auto shows. However, a sufficient number of models have been announced to date to get a fairly complete idea of what the average 1916 car will represent mechanically.

In 1914 it was prophesied time and again that the year 1915 would provide changes of an unusually startling nature in the automobile school of design, and such proved in due course to be true. Today, however, the prospective buyer may enjoy a positive surfeit of good things in the shape of greater value for less money and may revel in innovations of proven merit to an even greater degree than has been possible at any other stage of the history of the industry, the versatile automobile engineer having surpassed even himself in giving the motoring world a selection of new models which has certainly never been paralleled either in America or abroad.

The advent of the twelve-cylinder car as a commercial proposition and at a reasonable price is no doubt a big event of the year, and in addition to this the increasing number of eight-cylinder cars for 1916 serves to emphasize the rapidly growing popularity of what may be termed the multi-cylinder type of motor.

In recent years pride of place has invariably been held against all comers by the four-cylinder motor. It still holds that place, but it does so by a very bare margin indeed, the six-cylinder motor having in 1915 dropped back to 38.29 per cent, a figure which also represented its position in 1913.

The "eight," which stood at the almost negligible figure of 1.96 per cent early this year, now looms large with a percentage of 15.96 per cent, and the "twelve," as a newcomer, starts well with 6.35 per cent.

The growing popularity of the small bore motor of relatively high speed is strongly evidenced by the fact that close on 70 per cent of the new models disclosed to date have cylinders no less than 74.7 per cent of the cylinder bores were from 3 1/2 inches to 4 1/2 inches. Cylinders with bores of 4 1/2 inches and over are rapidly disappearing, as a glance at 1914, with 17.13 per cent and this year, with 14.6 per cent, will show.

Nearly 60 per cent have cylinders cast in bloc and 23.9 per cent of the total are of I-head type, another development indicated by the figures of past years. This year 69.4 per cent of the cylinders have integral heads, leaving 30.6 per cent with separate heads. The new figures indicate the position is reversed, separate heads leading with 68.88 per cent.

Battery and distributor, being continuous to gain in popularity, being doubt, aided in a measure by the fact that electrical starting and lighting systems involving the use of a generator and storage battery are universal use. The available figures show that no less than 74.36 per cent specify this form of ignition.

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The battle to decide the respective merits of the cone and the disc clutch still continues, the latter, with 52.77 per cent, being now slightly in front. This is an increase over the present season, when disc clutches represented 46.12 per cent of the total and it was apparently the turn of the cone clutch to lead the way.

Perhaps the most sweeping victory is that of the three-speed transmission, which held a practically stationary position in 1913, 1914 and 1915 with an average of approximately 68 per cent of the whole. It now monopolizes no less than 90.41 per cent. Four speeds have dropped from 26.7 per cent to 8.22 per cent, and the remaining 1.37 per cent is sufficient to take care of the two-speed lot.

Wheelbases remain practically unchanged, the tendency in recent years being to avoid extremes in either direction. Similarly, the sizes do not exhibit any radical departure from those which have been popular heretofore.

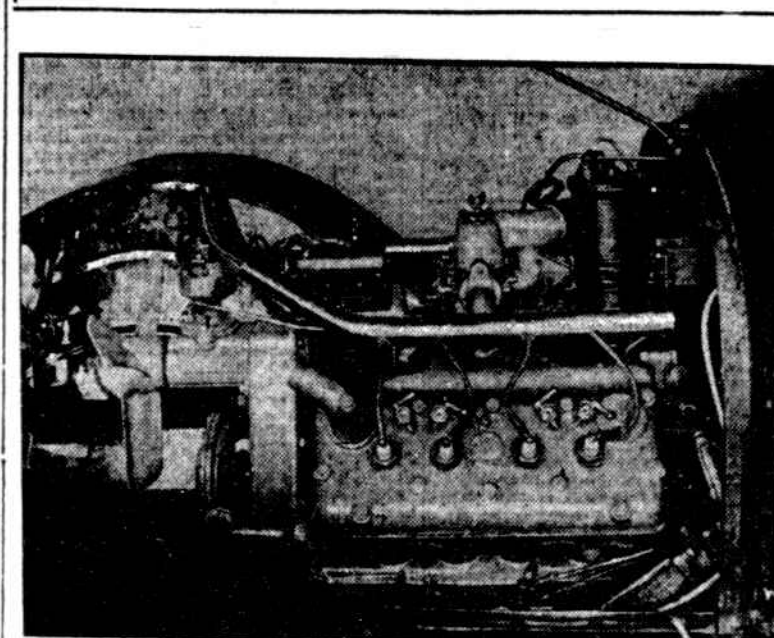
Barney Will Not Suffer.

Hating to part with Barney, the horse that has served him for ten years, District Purchasing Officer M. C. Harrold followed the old animal to auction yesterday and bought him for \$19. The District government decided that Barney was no longer of use to it. Barney will be sent to a farm in Virginia to spend the remainder of his life.

"Well, is your bride a good housekeeper?"

"She hasn't had much experience along those lines, I must admit. She thinks anybody ought to be satisfied with an ice cream soda for breakfast."—Kansas City Journal.

VIEW OF THE OLDS "8" MOTOR.



One of the new type motors that has been received very favorably by the local buying public. The Pollock Car Corporation is the local representative.

RACE QUESTION IS PUT UP TO THE PRESIDENT

Senate Subcommittee Blocks Idea of Giving Commissioners Power to Name Recorder of Deeds.

By JOSEPH P. ANNIN.

The House District Committee sought to furnish President Wilson an "out" in his difficulty over the appointment of a recorder of deeds for the District. The President being torn between his promises to appoint a negro to the position, on the one hand, and the determined opposition of Southern Senators on the other, a way out was seen in the bill recommended by the Commissioners and passed by the House, vesting in the Commissioners the appointive power.

Now it appears that the Senate Committee is going to block that "out." Though reporting favorably on the companion piece to the recorder bill—one vesting in the District Supreme Court the appointment of a registrar of wills—the judiciary subcommittee of the Senate Committee yesterday ordered an unfavorable report on the recorder of deeds bill. The subcommittee comprises Senators Pomeroy, of Ohio, and Hollis, of New Hampshire; Saulsbury, of Delaware; Dillingham, of Vermont, and Sherman, of Illinois. There are no Southern Senators on the subcommittee and only three—Senators Smith, James and Martin—of the full committee. It is probable, therefore, that the committee will sustain the subcommittee.

The House District self-government, called for by the Chamberlain Chamber of Commerce resolution for a Constitutional amendment, will be opened up Thursday, when the Pomeroy subcommittee commences hearings at which only a committee from the Chamber of Commerce and Senator Pomeroy, who has a District delegate seat, will be heard. It is probable that the subcommittee will not hold extended hearings in the absence of an insistent and general demand for a radical change of government here.

NEW MAXWELL PUBLICITY HEAD

Andrew E. Coburn Appointed Advertising Manager of Company.

The appointment of Andrew E. Coburn to the position of advertising manager of the Maxwell Motor Company has been announced from the Detroit headquarters of the company. Mr. Coburn will have entire charge of the preparation of copy and the selection of mediums. Prior to his Maxwell connection he was advertising manager of The Cleveland Twist Drill Company. He has had a thorough grounding in advertising, sales and agency experience.

Mr. Coburn prepared the Maxwell advertising campaign that now is appearing in a wide list of newspapers and periodicals. The copy has created wide comment among advertising experts who recognize in it a type of forceful and dignified salesmanship new to the popular-priced automobile field.

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COMPANY TAKES AGENCY FOR MARATHON TIRES

Jones-Kessler Concern Believes This Make Is Best Now on Market.

Tire troubles have long been the bane of automobilists. Substitutes for air of various kinds have been tried, but none of them have ever lived up to the expectations of the inventor. The tire companies themselves have spent large sums in experimenting with tires of various types and constructions. Some have selected the cord tire as the ultimate wheel equipment for the machine.

The Jones-Kessler Company, one of the oldest tire firms in Washington, not being satisfied that the cord tire was the last word in tire construction, began looking around for something better. They selected the Marathon Whip Cord tire, which, unlike the cord, is built of whip cord fabric and contains as many plies as the ordinary fabric tire of the same size. In addition, this tire can be repaired with any stock repair material if the user should be so unfortunate as to cut it. This in itself is an important factor, as in the so-called cord types it is not every repairman who can fix them. In addition the Marathon tire is guaranteed for 5,000 miles, instead of 2,500 miles, the guarantee on most tires.

Crawford Broke Into Boat.

Robert Crawford pleaded guilty in Police Court yesterday to a charge of having broken into a boat on the Potomac River. He was held in \$1,000 bonds for the action of the grand jury. The boat belonged to William E. Miles.

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